



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application No. : 09/855,560 Confirmation No.: 1511  
Applicant : Michael BRADLEY et al.  
Filed : May 16, 2001  
Title : METHOD AND SYSTEM FOR DISPLAYING ANALYTICS  
ABOUT A WEBSITE AND ITS CONTENTS  
Group Art Unit : 2173  
Examiner : PILLAI, Namitha  
Atty. Docket No. : US 1265/01  
Date : July 30, 2004

**RECEIVED**

**AUG 04 2004**

**Technology Center 2100**

**AMENDMENT**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir:

Responsive to the Office Action of March 30, 2004. Please amend the above-identified application as follows:

**Amendments to the Abstract** are reflected on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Remarks** begin on page 8 of this paper.